

ORDER



Orders
Order / Rev: 718394
Alt Order #: 06353216
Product Desc: PAULSEN FOR CONGRESS
Estimate: PAULSEN FOR CONGRESS
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: PAULSEN/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	32	\$38,250.00	\$32,512.50
10/29/12	10/30/12	17	\$15,750.00	\$13,387.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$38,250.00	\$32,512.50	0.00
November 2012	17	\$15,750.00	\$13,387.50	0.00
Totals	49	\$54,000.00	\$45,900.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/29/12	10/29/12	NBC Nightly News NBC Nightly News	CM	530-6P	M- - - - -	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	M- - - - -			1		\$2,250.00	0.00					
E 2	KARE	10/24/12	10/30/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	- TWTF - -	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/12	10/30/12	- TWTF - -			4		\$250.00	0.00					
E 3	KARE	10/25/12	10/30/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	- T- T- - -	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/25/12	10/31/12	- T- T- - -			2		\$850.00	0.00					
E 4	KARE	10/24/12	10/29/12	Today Show Today Show	CM	7-9a	M- W- F- -	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/12	10/30/12	M- W- F- -			3		\$800.00	0.00					
E 5	KARE	10/25/12	10/29/12	M-F 9-10a TODAY	CM	9-10a	M- - T- - -	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/25/12	10/31/12	M- - T- - -			2		\$175.00	0.00					
E 6	KARE	10/24/12	10/30/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	MTWTF- -	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

Order / Rev: 718394
 Alt Order #: 06353216
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: PAULSEN/R/CON/MN
 Product Desc: PAULSEN FOR CONGRESS
 Estimate: PAULSEN FOR CONGRESS

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KARE	10/24/12	10/30/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--			5		\$125.00			0.00			
E 7	KARE	10/24/12	10/30/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--			5		\$250.00			0.00			
E 8	KARE	10/24/12	10/30/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--			5		\$600.00			0.00			
E 9	KARE	10/25/12	10/30/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MT--TF--	:30	4	\$1,450.00	P-2	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/25/12	10/31/12	MT--TF--			4		\$1,450.00			0.00			
E 10	KARE	10/24/12	10/30/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,450.00	P-2	0.00	NM	5	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/24/12	10/30/12	MTWTF--			5		\$1,450.00			0.00			
E 11	KARE	10/25/12	10/30/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	--T-T---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/25/12	10/31/12	--T-T---			2		\$1,200.00			0.00			
E 12	KARE	10/29/12	10/29/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,475.00	P-2	0.00	NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$2,475.00			0.00			
E 13	KARE	10/25/12	10/25/12	Vikings Regular Season Viking Regular Season	CM	7-1030P (6:58 PM-10:30 PM)	---T---	:30	1	\$18,500.00	P-2	0.00	NM	1	\$18,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1		\$18,500.00			0.00			
E 14	KARE	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			2		\$200.00			0.00			
E 15	KARE	10/27/12	10/27/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1		\$500.00			0.00			
E 16	KARE	10/27/12	10/27/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1		\$500.00			0.00			
E 17	KARE	10/27/12	10/27/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1		\$700.00			0.00			
E 18	KARE	10/27/12	10/27/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1		\$450.00			0.00			
E 19	KARE	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1		\$250.00			0.00			
E 20	KARE	10/28/12	10/28/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 718394
Alt Order #: 06353216
Flight Dates: 10/24/12 - 10/30/12

Advertiser: PAULSEN/R/CON/MN
Product Desc: PAULSEN FOR CONGRESS
Estimate: PAULSEN FOR CONGRESS
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 20	KARE	10/28/12	10/28/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$1,500.00		0.00					
E 21	KARE	10/28/12	10/28/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$700.00		0.00					
Totals													49	\$54,000.00